

MII Users Association of America

c/o Gardy-McGrath International 8580 Cinderbed Rd Ste 1000 Newington, Va. 22122

(800) 966-1030 (703) 339-8500 Fax (703) 339-0764

MII Playback

Monthly Newsletter of the MII Users Association of America

December 1991

Vol. 1, No. 9

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MII Users Association of America
c/o GMG International Inc.
8580 Cinderbed Rd, Suite 1000
Newington, VA 22122



Commentary from the Executive Director

"How're we Doin'?"

As each year ends, we all begin to reflect on the year's past endeavors. Even though the MII Users Association of America is only 9 months old, we thought it would be a good time to sample opinion from our membership to see if the association is fulfilling its mission.

This issue contains numerous letters or excerpts thereof from member users around the country. As would be expected, members' opinions are as diverse as the membership itself—except in one area...all members believe in the MII format. We also have included a membership survey on the association and the performance of services to members.

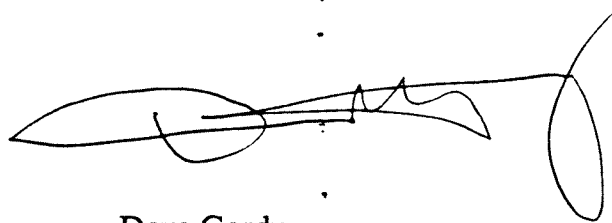
I encourage all users to maintain a continued on-going dialogue with us at headquarters. During 1991, I heard a variety of opinions regarding our efforts...some criticized us for being in Panasonic's pocket and not pursuing issues aggressively enough. Others felt that our continued efforts in pursuing issues such as better marketing, service support, etc. were too aggressive and that Panasonic support was more than adequate. Many also agreed with our approach, saying that the association has done much to enhance MII's market acceptance. We have attempted to represent all views in this issue.

The results from this survey and the input from continued dialogue with users will affect our decisions regarding our presence at NAB in April. (We wish to learn as soon as possible the number of member users who will be attending NAB, so please respond with the survey as soon as possible.) The industry is taking notice of our group and we need to formulate a clear platform on a variety of industry issues, to utilize our group leverage effectively. We look towards your response in this endeavor.

So let us know how we're doing...and how we can serve you better! Masaharu Matsushita, president of the parent company of Panasonic, was recently quoted in "Sky Magazine" as saying *"You need to listen to your customers...It's extremely important to listen to the people who buy your products and to the people who sell them. Listening to consumers is not only the core of our business philosophy, but it is the foundation on which the company was built back in 1918."*

Just as we at headquarters ask Panasonic to listen to us, we must also listen to you. Our 800 number and fax are waiting.

Thank you.



Dave Gardy
Executive Director
MII Users Association of America

Editors note: You can reach the association at (800)966-1030, (703)339-8500, fax (703) 339-0764 or by mail: MII Users Association of America, c/o Gardy-McGrath Int'l Inc., 8580 Cinderbed Rd, Suite 1000, Newington, VA 22122

AND HERE WE SEE THE WHOLE REASON WE'RE MEETING SO LATE. AN OVERTHEATED DISCUSSION IN THE M.E. MARKET!

I WASTE THOSE GUYS!

HOW COME OUR USERS DON'T HAVE AN ASSOCIATION? IS M.E. THAT GOOD?

WHERE THE HELL DID THIS USERS ASSOCIATION COME FROM, ANYWAY? JUST WHEN WE THOUGHT WE WERE DEAD!

M.E. SALES

AH YES! THE SPIRIT OF COMPETITION⁴ FOR THAT ALL THE RUMORS
 THESE BOYS STARTED HAVE BEEN PROVEN WRONG—WE'RE FINALLY ON
 A LEVEL PLAYING FIELD!!!

Letters From Users

From Bill Lovin, Marine Grafics, Inc., Chapel Hill, NC:

"I would like to join the MII Users Group of America. We recently acquired MII for field acquisition and editing purposes and have been very satisfied so far.

I obtained a copy of the MII newsletter and found it most useful. We would like to receive the newsletter and obtain any back issues you might still have available. We have a lot of catching -up to do regarding MII."

From Dave Williams, KCRA, Sacramento, CA:

"I am not familiar with the MII Users Association, but as a user of MII equipment I am interested in getting into the group and receiving the newsletter. I came across the May 1991 issue and found a Panasonic technical bulletin on cleaning of decks that I had not seen before."

From Brooks Reid, Air Time Design, Miami, FL:

"I look forward to receiving your newsletter every month and I must thank your for the opportunity to communicate with other MII users. I must confess, before I found out about your organization, I did feel a little apprehensive about MII with all the Sony dominance in the professional video market. But your publication has helped to establish a link of communication that is vitally needed. I believe your publication has done more for Panasonic's fight for the pro video market share against Sony than all the advertisement dollars they have spent (Well, maybe I'm slightly over stating). At any rate, I appreciate the chance to share information with other MII users and I always learn something new and find helpful tips in every issue. Don't ever stop!"

From Jodi Heurung, Century Design, Hopkins, MN:

"Thanks so much for your assistance with tracking down Paltex users from the MII Users Association!

We did finally settle on a Paltex Europa, and are having it installed this week. Needless-to-say, our production staff are ecstatic!"

From Russ Beckner, RDB Productions, Inc., Middletown, OH:

"I really enjoy the newsletter. I appreciate your efforts and Panasonic's support. The association is just what we needed. I'm driven totally mad by others who have the "Sony is the only" brainwashing. Sure Sony makes some fine products. I got my start with some used 3/4' Sony equipment. However, I soon tired of their overpricing, arrogant attitudes, and some poor reliability experiences.

On the other hand, Panasonic makes fine rugged, reliable, fairly priced products (If you can say anything is really fairly priced in this business). As I've told my Panasonic reps, "Anything I can do to spread the 'Panasonic gospel', let me know"...Well I'd better start using some of this MII gear instead of just talking about it..."

From Tom Weber, WTTV-4, Indianapolis, IN:

"Thanks for letting me bend your ear, and get feedback from other users."

From Mitch McGeary, Videoland, Lacey, WA:

"Keep up the good work on the newsletters! We look forward to "MII PLAYBACK" more than any other "publication" (fun to read and very informative". We're very happy to have such a caring and knowledgeable "support group". Although we can't make the D.C. show, we read with great interest your possibility of putting together a group of MII users at the NAB in April. We are definitely interested in this, and we will be attending NAB."

From Wayne Stephany, Video Spectrum, Lancaster, PA:

"I wanted to take the time to thank you, Dave, and all the GMG Staff for the tremendous MII Users Day(s) in Alexandria this past week. I am sure we all cannot begin to know the massive effort put forth by you and the rest of the GMG staff, but I know that Dan and I were impressed with the level of response by Panasonic. It is pretty obvious that there is great support available from them."

From A.J. DeLizza, Advanced Audio/Video Productions, Inc., Denver, CO:

"Congratulations on focusing a grass roots effort to establish creditability for an obviously superior format. You provide a tremendous information gathering network to the users as well as manufacturers. I trust the information circle will push the format forward."

From Mel Rainer, On Location Video & Post, Houston, TX:

"I think you know my overall opinion of the "format wars" and the manufacturers involved. Certainly, Sony's new "professional" Beta-SP hardware reinforces the fact that marketing success has nothing to do with product quality or user features. On the other hand, I feel that one must understand the hard realities of the marketplace, and maintain a realistic point of view:"

"I don't think there's any doubt that Panasonic's new models and pricing policies are responsible for Sony's introduction of the new low end Beta hardware. They don't want anyone encroaching upon their market share...both in Beta and 3/4". Certainly, over the next few years, we'll see some growth in the MII market; however, I think we'll see Sony continue to protect their market, and Panasonic develop and support even newer technologies such as D-3 and digital disk based systems.

Your comments in the current User's Association newsletter read like those of a Naval Academy school sports writer following the game with Notre Dame. Honestly Dave, I don't think it should be your role...or anyone else's for that matter...to be an over zealous cheerleader in defense of a videotape format. Technology will continue to march on, and all of us will just have to do the best we can to determine which of the available formats will have the longest useful life, cost the least to operate, and offer the quality we require for our client base."

"Your efforts are laudable, but try to keep your feet firmly on the ground."

EDITORS NOTE: RAH, RAH!!!

From Bart Kulesz, Panasonic National Service Manager, Secaucus, NJ

"I believe that the MII Users Group that you are head of, is of vital importance not only to the users but also to Panasonic as a supplier of both product and support. I feel that this vehicle will allow us to more closely follow product trends relative to usage, failures and applications. The importance is such, that I would ask you to call me whenever you feel I can be of any help either directly related to my responsibilities as National Service Manager or indirectly with dealings of other departments.

If you'd like to contribute your thoughts and opinions for future issues, we'd love to hear from you. Please send (or fax) all letters to: MII Users Association of America, c/o GMG International, Inc., 8580 Cinderbed Rd., Suite 1000, Newington, VA 22122, Attn: Debbie, Fax (703) 339-0764

Recently In Motion magazine published an article on the 1991 MII Users Day. For those who don't receive the publication, we are re-printing the piece in full. The article was included in the December 1991 issue.

InMotion
Film & Video Production Magazine

R E N E G A D E Renaissance

MIl USERS

ASSOCIATION SAYS,

'YOU CAN'T KEEP A

GOOD FORMAT

DOWN!"

By Allison Dollar

page 6

If you weren't listening carefully, you might have thought you were in a college classroom. The 'students' questioned—and challenged—their 'teachers'. Discussion on controversial issues became heated. At the end of the day, the instructors admitted they had learned an enormous amount from their audience.

The forum? An unusual, perhaps unprecedented, meeting of equipment users and manufacturer's management. In October, members of the MII Users Association of America met with key officials of Panasonic and JVC, including decision makers from marketing, product development, service, training and sales. "I've been in the business almost twenty-six years," notes MII marketing manager John McDonnell, "and I don't know of any other group that has held such candid face-to-face discussions like this with the manufacturer."

Association executive director Dave Gardy credits Panasonic with sincere efforts to be responsive to its users, to keep open the lines of communication. Not to mention their good sense in realizing that such meetings provide invaluable feedback and market research. "But this is definitely the users group," McDonnell avers. "They control the issues."

Some of those topics included Project 2000, a Panasonic task force which focuses on the end user. Project manager Bob Garino notes that the push aims to draw new users into the MII domain. On top of that, Project 2000 focuses on easing the transition of current users up through the product line by increasing support

components and service response times, as well as revamping leasing programs. Regarding dealers and leasing programs, for example, Garino mentioned that the company will increase its dealers' minimum tape stocking requirements, and has added incentives to "test drive the MII."

On other topics the answers were less clear, such as when and how D-3 would be integrated into the product mix. "We here don't have all the answers," reminds speaker Terry Gardner, marketing manager, Professional Video Audio/Video Systems Group. "But we're hearing first-hand what end users are saying, problems they're running into. With this level of frankness, and with this smaller group, we can be more specific, we can pass on specific questions and resolve the issues."

A development of great concern has been JVC's decision to discontinue its KRM-820 editing VTR. The announcement immediately preceded the meeting; in response, JVC marketing manager Dave Walton and GM Tom McCarthy flew in for the afternoon to explain the situation, while top gun Yuji Yata, Panasonic's assistant GM for the Audio/Visual Systems Group, administration and products division, also put in an appearance. "These conditions are changing, and it's too early to say just when or just which models we will be selling," Walton states. "But I can assure you that we are still part of the MII family, and that we support the MII format very strongly. And we will support, of course, any users who have JVC MII or any other JVC products, with support, service and parts and engineering ►

Renegade Renaissance

support."

Despite general anxiety and grumblings, (much of the bureaucratic vagueness was blamed on Japan's monolithic Matsushita Corp., which controls both companies), at the close of the meeting users seemed galvanized. "It was extremely productive," says technical specialist Jim Barber, of Valencia Community College in Orlando, FL. "All my questions have been answered."

Edging The Competition

On one matter everyone agreed: Sony, as product development manager Bill Bakonyi notes, "is a four-letter word" to MII users. "The fact is, MII has been around too long, has been proven to work in too many applications and has simply pleased too many clients for the exaggerated death claims made by the Sony salesmen to be believed," explains Dave Gardy in a newsletter commentary. "Slowly, but surely, industry professionals have come out of the woodwork to pay the format the respect it deserves."

The extremely quick growth of the MII Users Association mirrors that renaissance. "What this really means is that good formats don't die," Gardy elaborates in an interview. "We started the association out of frustration, not with the format, but with the Sony-only mentality that permeates academic institutions, the government and others who act as though Sony is the only product on the market. We know MII is as good and more competitive." As case in point, Gardy, Bakonyi and others refer to Sony's new stripped Betacam as 'Beta Lite', which Panasonic reps feel is a product trying to fill MII's price niche, without replicating its broadcast quality. In addition, there is an idea that MII will go after the markets evolving out of broadcast 3/4-inch, which seems to be borne out by MII's successive record sales months this autumn.



Panasonic marketing manager John McDonnell addresses MII Users Assoc.

The association started in March of this year as the Mid-Atlantic Users Association with 50 members, and was incorporated as a non-profit organization in June. It currently has over 300 members around the country, and reports continued steady growth. "The Users Association acts as an information funnel," Gardy describes. "We're the ombudsman. The American licensing structure and foreign-owned interests can be confusing. There's a multitude of markets, and sometimes split efforts on the corporate level. We keep [the manufacturer] honest. It's like Mayor Koch's 'How're we doin'?'"

The answer must be, "Pretty well." The association's hefty newsletter could be a marketing brief. It contains frank interviews with top-level management; user surveys and results; letters; technical bulletins and tips; an equipment trading post; information on the MII Production Awards; a complete directory of users; even *MII Man*, a super-hero comic strip. The newsletter and other services, including full-page ads in the trades listing all association members, fulfills the organization's bylaws, which states among its functions a commitment to: provide a vehicle for mutual problem solving and information exchange among MII users; provide a conduit for information flow between Panasonic and MII users; encourage and enhance the use of the format in the professional video industry. Member George Phelps of AAACHEN Productions in Miami, FL, tells the tale: "What MII Users Association of America is doing adds a lot of credibility to Panasonic's product line."

Ready To Go

As of this writing, membership requires no dues. "Although we have members in all parts of the field, such as dupe houses and broadcasters, our typical member profile is of somebody with four to five employees, two to three machines,



an independent whose house is mortgaged against MII," says Gardy. "It is for that person that we exist."

The group's rapid growth has surprised even Gardy, but he sees the expansion continuing. "There could be a market for over 450 facilities. We will continue to grow, because Panasonic, to its credit, shares the users' common goal: let's get the best out of this system. Our job is to document what's going on out there. The association can't take credit for the renaissance, but what it can take credit for is feeding back the information to the manufacturer, which will use the information to everyone's benefit." Some of that information might come out of dovetailing activities with that of other groups in the future.

The national trade ads have helped national networks develop, as well as national awareness. The feeling has spurred even greater vocalization.

"It's a great lever to use," says Dell Parks, director of engineering and operations for WBFF-TV in Baltimore, MD. "We have safety in numbers, a direct line of communication to the manufacturer. And we can wield a bigger hammer together."

Bob Kames, vice president of Universal

Productions International in Milwaukee, WI, appreciates the "sense of unity" the association provides. "We've figured out an acronym: Best Engineered Technical Advanced Components Available— MII. Simply Panasonic [BETACAM SP]." ■

The MII Users Association of America can be reached at GMG International Incorporated, 8580 Cinderbed Road, Suite 1000, Newington, VA 22122. 800-966-1030.

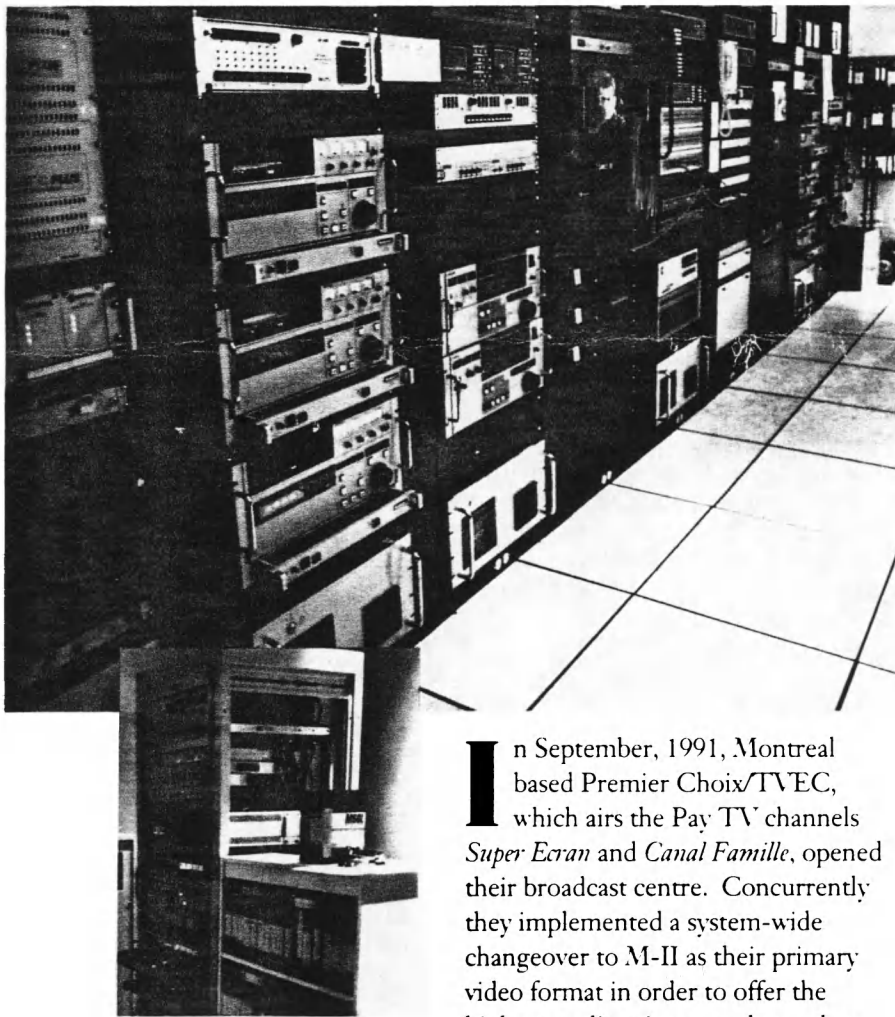
**Dave Gardy of the MII Users Assoc.
MII Users meet with Panasonic and JVC reps.**



Canada Users to Join MII Users Association of America

So what, if we're the MII Users Association of **America**. If you're MII and you're on the planet earth, you're on our team (I wonder how that new Mars MII sales office is doing?). I'm pleased to announce that Mr. Denis Orendt of Matsushita Electric of Canada Ltd. will be organizing MII users in Canada for formal membership in our association! New Canadian members will be listed in the next issue. In the mean time we are providing some articles that appeared in the Canadian publication called **Panasonic 1/2" Connections**. This newsletter is published by Panasonic to feature the activities of Canadian users. Pretty interesting, eh? Welcome Canadian users!

PREMIER CHOIX & CANAL FAMILLE PUSH M-II TO THE LIMIT



**M-II equipment
at Premier
Choix: TVEC in
Montreal**

In September, 1991, Montreal based Premier Choix/TVEC, which airs the Pay TV channels *Super Ecran* and *Canal Famille*, opened their broadcast centre. Concurrently they implemented a system-wide changeover to M-II as their primary video format in order to offer the highest quality picture and sound to their viewers.

Stéphane Savard, Technical Manager, worked on the goal of improved signal quality and made the decision to use M-II once he became

convinced of its technical capabilities and reasonable prices. The installation includes M-II playback to air and an M-II edit suite for dubbing and modifying promotional spots and inserts — another area where multi-generation quality is a concern.

Now that the system is on the air the quality improvements are apparent in both picture and sound. According to Savard, "Even the subscribers notice the difference between formats. Some of them phone to complain about the poor quality of certain films, which turn out to be on 3/4-inch!"

While the original plan had been to phase in the M-II parts of the system, the announcement of the arrival of M-II was greeted with such enthusiasm by the producers and programme suppliers that additional M-II machines have already been ordered to deal with the volume of material that is originating in M-II.

Super Ecran has completed its first production on M-II as well, on the occasion of their Fall Special Descrambled Preview at MGM-Disney studios in Florida. The results were a very pleasant surprise to the promoters.

While other formats were considered for this application, both more and less expensive, M-II has proven to be the right decision at the right time for *Premier Choix*.

TECH TIP

M-II Animation made Simple

The AC-65 M-II Edit Recorder can be supplied with an Animation Modification, which enables animation style recording of 1, 2, 3 or 4 frames on receipt of single GPI pulse or external contact closure. This is ideal for rendering computer animation, and eliminates the need for an animation edit controller in some applications. Your Panasonic M-II dealer has full details.

Sheridan College Animates M-II

The Computer Animation Dept at Sheridan College in Oakville, west of Toronto, has a well-established reputation for turning out some of the world's leading computer animators. International film festival awards line the office of programme director, Robin King.

Until earlier this year Sheridan students rendered their computer animation to 3/4" VCR's. Ken Walker, Technologist for the Computer Graphics Lab said, "We were losing much of the signal quality that our animation systems produce, and our 3/4" machines were ready for replacement. We were interested in improving the picture quality and the mechanical capabilities, since computer animation is very hard on VCR's."

With the help of Panasonic Educational Sales Rep Denis Orendt, Sheridan acquired 2 M-II recorders for their rendering stations and have seen a vast improvement in the quality of their computer animation output.

"We have re-rendered one of our earlier productions to compare quality," said Robin King. "There was so much of the picture we were missing in comparison. It was hard to believe the difference in quality apparent to the naked eye."

FLASH

Scarborough Board of Education

As this issue of 1/2" Connections was going to press, the first Canadian Board of Education to move into M-II was announced. The Scarborough Board occupies a position as one of the most innovative and forward looking educational producers in Canada, and they support their productions with a fully equipped facility.

With the delivery of a new AC-65 M-II Editor, technical supervisor Alex Maropakis plans to edit from S-VHS field recorders to M-II masters.

"We have tested M-II thoroughly," says Alex. "We need to always be conscious of the quality of our productions in order to have the maximum impact with our student audience."

M-II RENTAL FACILITIES IN CANADA

VIDCOM, VANCOUVER
(604) 732-9711

AVICOM, EDMONTON
(403) 486-7828

MONTAGE PRODUCTIONS, CALGARY
(403) 233-7337

MID CANADA VIDEO SERVICES, WINNIPEG
(204) 772-0368

GENERAL A/V, MISSISSAUGA
(416) 676-8211

UNITED VIDEO, OTTAWA
(613) 728-1527

IMAGE PROJECTION, OTTAWA
(613) 723-5800

INTERCITÉ VIDÉO, MONTRÉAL
(514) 342-4545

PANAVIDÉO, QUÉBEC
(418) 687-3150

SPORT ACTION VIDEO, QUEBEC
(418) 682-8204

DUPLICATION SERVICE FROM M-II MASTERS IS AVAILABLE FROM:

AGINCOURT VIDEO, RICHMOND HILL
(416) 886-8273

GENERAL A/V, MISSISSAUGA
(416) 676-4211

St Clair College Shoots M-II

As is true with many universities and community colleges, the frustration of "colour under" formats with limited generations was getting the better of staff and students alike.

During the spring of 1991, St Clair College made the move into M-II, and have seen their production quality skyrocket.

"We were seriously considering moving into 3/4SP, said Roger Faubert, Media Manager. "But an evaluation of the two formats quickly indicated the superiority of M-II. Our decision was easy."

St Clair College has added M-II field recording and editing equipment, as well as RAMSA audio gear for their post production.



Roger Faubert, Ed Evert and Art Ray with their new Panasonic M-II equipment

News Briefs

Del Sol Productions is an international business promoting and producing film and video productions. The Sonora Cowboy, two years in the making is an in depth production showing the lifestyle and culture of the Mexican Cowboy. Remote production in Northern Sonora, Mexico shows impressive video footage of the culture and vast ranges. The production utilized both Pro S-VHS and MII. Contact Del Sol Productions (602) 622-3194, for further information.

CENTERCOM INC, Professional Video Duplication Service of Milwaukee, WI was named to the INC 500 list of the Fastest Growing Small Companies in America. In addition to its Milwaukee facility it also has offices in Chicago and Tampa. CENTERCOM is one of the leading duplication facilities in America for the MII format. Contact Bob Harmon (414) 353-2001, for further information.

If you have any recent happenings, send us your press release or fill out one of our press release forms, we'll print it in the "MII Playback" and forward the releases to the trade magazines that we deal with. Please mail or fax your information to the association.
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MII Users Association of America

Membership Breakdown By Facility Type

In an effort to let all members know of the membership's demographic breakdown, we are publishing a detailed categorization. As of December 31, 1991 the breakdown is as follows:

Production Facilities

129 total facilities

Television Facilities

68 total facilities

Corporate Facilities

33 total facilities

Duplication Facilities

12 total facilities

Education Facilities

21 total facilities

Cable Facilities

10 total facilities

Government Facilities

7 total facilities

Religious Facilities

6 total facilities

Medical Facilities

5 total facilities

Total facilities 291

Total "MII User facilities" - 268
(actual facilities which have MII)

Others

Dealers 23 (doesn't take in to account
dealers which produce, edit or dub)

Suppliers 14

Repair/service facilities 3

Manufacturers 7

Prospective MII Users 65

Total Others - 112

Total facilities & total others - 403

MII Users Association of America Press Release Form

Requested by _____ Point of Contact _____

Company _____ Phone Number _____

Phone Number _____

Name of Production _____ Date of Production _____

Client _____ Production Company _____

Producer _____ Director _____

Talent _____ Subject of Production _____

Other Crew _____ Format(s) Used _____

Special Points of Interest (Attach additional pages if necessary)

[illegible]

Send to: MII Users Association of America, c/o Gardy McGrath Int'l, Inc., 8580 Cinderbed Rd, Suite 1000,
Newington, VA 22122 or fax to (703) 339-0764

For Association Use Only

Date Received

Action Taken (where sent and when)

Panasonic Technical Bulletins

Listing of Bulletins Available for the AU 400

The Association has obtained a set of Panasonic Technical Bulletins. We are in the process of cataloging all of these bulletins. Each month we will run the listing for another MII model until we have covered them all. This month it is the AU-400.

Copies of the bulletins are available by submitting your written request to the association at:

MII Users Association of America
c/o GMG International Inc.
8580 Cinderbed Road, Suite 1000
Newington, VA 22122
Fax (703) 339-0764

Requests must be in writing and must include model number, bulletin number and subject covered. Also include your name and phone number (in case we have questions) and the complete mailing address for sending the copies to you. We will then send your copies out as soon as possible (we can fax them to you if necessary). Be sure and check the Effective SN to see if the bulletin applies to your machine or not. And remember, unless your machine is experiencing particular problems, you might not need to carry out any of the procedures outlined in the technical bulletins

Please note the following:

The Technical Support Division publishes Technical Bulletins for distribution to users of Panasonic broadcast equipment. Bulletins are distributed to aid in aligning, modifying and in servicing this equipment. The Technical Support Division Assumes no responsibility to pay for modifications, supply parts, exchange new production units for early production units or any obligation to upgrade existing products.

Model	Bulletin #	Subject	Effective SN	Order #
AU-400	2	Countermeasure For TC Leakage	J6TN00021	VRDMP 8701002
AU-400	3	Improvement of the Audio Level Indicators for FM	J6TN00062	VRDMP 8701003
AU-400	4	Countermeasure for Audio Noise	J6TN00021	VRDMP 8701004
AU-400	5	Improvement of Unstable Control Pulse	K6TN00109	VRDMP 8701005
AU-400	6	Correction of Service Manual	-----	VRDMP 8701006
AU-400	7	Countermeasure for Over Modulation	K6TN00109	VRDMP 8701007
AU-400	8	Correction of Service Manual	-----	VRDMP 8703008
AU-400	9	Electrical Adjustment of AU-400	-----	VRDMP 8705009
AU-400	10	Parts List Correction	-----	VRDMP 8705010
AU-400	11	Exploded Views and Parts List of Packaging	first production	VRDMP 8705011
AU-400	12	Worm Gear Noise	J6TN00021	VRDMP 8705012
AU-400	13	Dolby Noise Reduction	A7TNA0154	VRDMP 8705013
AU-400	14	Improvement of the Post	A7TNA0154	VRDMP 8705014
AU-400	15	Improvement of the Servo circuit	J6TN00021	VRDMP 8705015
AU-400	16	FM Audio Noise Reduction	J6TN00021	VRDMP 8705016
AU-400	17	Capstan Servo Instability	J6TN00021	VRDMP 8705017
AU-400	18	FM audio Noise	J6TN00021	VRDMP 8705018
AU-400	19	Improvement of the horizontal Noise	J6TN00021	VRDMP 8705019
AU-400	20	Diode Standardization	J6TN00062	VRDMP 8705020
AU-400	21	Audio Frequency Characteristics Improvement	J6TN00062	VRDMP 8705021
AU-400	22	Countermeasure for Beat	J6TN00062	VRDMP 8705022
AU-400	23	Audio Level	K6TN00109	VRDMP 8705023
AU-400	24	Improvement of MIC AMP S/N	K6TN00109	VRDMP 8705024
AU-400	25	Confidence Playback Over Modulation	A7TNA0154	VRDMP 8705025
AU-400	26	FM Audio Circuit Attack Time	A7TNA0154	VRDMP 8705026
AU-400	27	High Temperature Rewind Instability	A7TNA0154	VRDMP 8705027
AU-400	28	Countermeasure for Tape Damage	A7TNA0154	VRDMP 8705028
AU-400	29	Tape Damage	A7TNA0154	VRDMP 8705029
AU-400	30	P5 Post Lock	A7TNA0154	VRDMP 8705030
AU-400	31	Tension Plate Spring	A7TNA0154	VRDMP 8705031
AU-400	32	Tape Damage from P5 Post	A7TNA0154	VRDMP 8705032
AU-400	33	Audio Knobs	A7TNA0154	VRDMP 8705033
AU-400	34	FM Audio Noise	A7TNA0154	VRDMP 8705034
AU-400	35	Parts List Correction	D7TNB0188	VRDMP 8705035
AU-400	36	Tape Damage (load/Unload)	D7TNB0188	VRDMP 8705036
AU-400	37	Service Manual Correction	D7TNB0188	VRDMP 8705037
AU-400	39	Reel Table Change	A7TNA0154	VRDMP 8705039
AU-400	41	Cassette Up Unit Improvement	A7TNB0182	VRDMP 8705041
AU-400	42	Upper Drum and Drum Motor Unit Change	D7TNB0188	VRDMP 8706042
AU-400	44	Fm Audio Dynamic Range	G7TND0300	VRDMP 8707044
AU-400	45	Part Number Change	H7TND0363	VRDMP 8707045
AU-400	46	No Loading Operation	F7TND0255	VRDMP 8707046
AU-400	47	Service Manual Correction	G7TND0300	VRDMP 8707047
AU-400	48	Loose P6 Post Stopper	H7TND0363	VRDMP 8707048
AU-400	49	TP3 and TP4 Short	H7TND0363	VRDMP 8707049
AU-400	50	Take-up Reel Stop	H7TND0363	VRDMP 8707050

Listing of Bulletins Available for the AU400 continued

Model	Bulletin #	Subject	Effective SN	Order #
AU-400	51	CTL Reset Circuit	H7TND0363	VRDMP 8707051
AU-400	52	Bending of Hook for Cassette Holder Unit	A8TND0597	VRDMP 8801052
AU-400	53	Parts Addition	F7TNC0255	VRDMP 8805053
AU-400	54	P8 Post Unlock	H7TND0363	VRDMP 8805054
AU-400	55	Parts Change Information	-----	VRDMP 8805055
AU-400	56	Reinforcement of the cassette-up unit	F8TND0651	VRDMP 8806056
AU-400	57	Improvement of the Audio Monitor Circuit	A8TND0597	VRDMP 8809057
AU-400	58	Improvement of the Audio Monitor Circuit	A8TND0597	VRDMP 8809058
AU-400	59	Correction of the Audio Output Phase	A8TND0597	VRDMP 8809059
AU-400	60	Countermeasure for Jitter Noise	D8TND0634	VRDMP 8809060
AU-400	61	Breakage of "Docking" Stoppers/Latches	C8TND0612	VRDMP 8809061
AU-400	62	Modification of Shoulder Belt and Belt hanger	D8TND0617	VRDMP 8811062
AU-400	63	Change of A/C Head Assembly	K6TND0061	VRDMP 8812063
AU-400	64	P11 Arm Screws	I7TND0391	VRDMP 8812064
AU-400	65	Capacitor Standardization	A8TND0597	VRDMP 8801065
AU-400	66	Battery Warning Voltage Change	I8TND0681	VRDMP 8903066
AU-400	67	Medium radio Band Interference	I8TND0681	VRDMP 8903067
AU-400	68	Change of Screws	B9TND0816	VRDMP 8903068
AU-400	69	Servo Malfunction in the Playback Mode	J8TND0731	VRDMP 8903069
AU-400	70	Service Manual Correction	-----	VRDMP 8904070
AU-400	71	Standardization of Packing Case	C8TND0612	VRDMP 8904071
AU-400	72	Introduction of the New Mechanical Chassis	C9TNE5001	VRDMP 8906072
AU-400	73	Service Manual Correction	-----	VRDMP 8909073
AU-400	74	Standardization of Button	A8TND0601	VRDMP 8909074
AU-400	75	Standardization of A/C Head	E8TND0637	VRDMP 8909075
AU-400	76	Standardization of Parts	A8TND0601	VRDMP 8909076
AU-400	77	Service Manual Correction	-----	VRDMP 8909077
AU-400	78	Change of Idler Spring	G8TND0656	VRDMP 8909078
AU-400	79	Change of SW Press Plate	I8TND0681	VRDMP 8910079
AU-400	80	Service Manual Correction	K8TND0777	VRDMP 8910080
AU-400	81	Connector Pin Change	L8TND0797	VRDMP 8910081
AU-400	82	Improvement of the XLR-4 DC IN Connector	L8TND0797	VRDMP 8910082
AU-400	83	Change of Mechanical Adjustment	-----	VRDMP 8911083
AU-400	84	Change of Case Unit	B9TND0816	VRDMP 8912084
AU-400	85	Servo Malfunction	C9TND0845	VRDMP 8912085
AU-400	86	Service Manual Correction	-----	VRDMP 8912086
AU-400	87	Change of Slide Switch	C9TND0837	VRDMP 8912087
AU-400	88	Change of P-ROM	C9TNE5004	VRDMP 8912088
AU-400	90	Substitution of AN3620SA	C9TNE5004	VRDMP 8912090
AU-400	91	Failure of Brake Solenoid	G9TNA5011	VRDMP 8912091
AU-400	92	Improvement of the Flexible Connector	G9TNA5011	VRDMP 8912092
AU-400	93	Change of Stopper Pin	G9TNE5011	VRDMP 9001093
AU-400	94	Improvement of Operating Controls	G9TNE5011	VRDMP 9001094
AU-400	95	Tape Beginning/End Detection Malfunction	I9TNE5048	VRDMP 9001095
AU-400	96	Change of Shield Plate	B9TND0816	VRDMP 9002096
AU-400	97	Change of Stopper (A) and (B)	L9TNE5110	VRDMP 9002097
AU-400	98	Change of Screws	I9TNE5048	VRDMP 9002098
AU-400	99	Improvement of CTL Recording Circuit	-----	VRDMP 9005099
AU-400	100	Improvement of Audio Head Room	-----	VRDMP 9006100
AU-400	101	Stoppr (B) Improvement	-----	VRDMP 9007101
AU-400	104	Service Manual Correction	-----	VRDMP 9011102
AU-400	105	Deletion of Limiter Balance Adjustment	-----	VRDMP 9101103

Membership in the MII Users Association of America

If you are not currently a member of the MII Users Association of America and would like to join, please contact us by phone, fax or mail at:

MII Users Association of America
c/o GMG International, Inc.
8580 Cinderbed Road, Suite 1000
Newington, VA 22122
Attn: Debbie

(800) 966-1030, (703) 339-8500, fax (703) 339-0764

MII Trading Post

Panasonic AU-650, MII Studio recorder/editor, 200 hours, (2 available), asking \$10,000.00.

Panasonic AU-500, MII Portable, (1 available) Includes Portabrace, power supply, batteries and some tapes, asking \$5,000.00. Contact David Claybaugh at (513) 738-0880 (OH)

Panasonic AU-650, Studio recorder/editor, with auto tracking, TBC, TC for slow motion and still, low hours, excellent condition. \$23,500.00 plus shipping. **JVC KR-M 460U MII Portable- 3-years old, low hours, excellent condition**. Can be used as source in edit configuration. Battery pack, charger-AC, Porta-brace case. \$6,700.00 plus shipping. (206) 322-6555 Tom Kramer 8:30-5 PST (WA)

JVC KR-M260U, MII docking camera recorder. Brand New, less than 10 hours, perfect condition. \$3,750.00 VISA/MC/AMEX. Contact Wilderness Productions (916)577-3008 (CA)

JVC KR-M 800 MII VTR- Like new condition, less than 150 hours, \$5,000.00.

DPS 275 Component TBC-Brand New, list \$6,450.00 Offered at \$4,500.00. Also Available

Panasonic AU-650's & KRM 820's, KRM 860's & KRM-460's all at discount prices. Conditions ranging from good to new. For further information contact Walter Druker at BCS-NY, (212) 268-8800. (NY)

I-DENT TBC 7, 1yr old, Excellent Condition, \$1,200.00, **Evertz E2 Interface**, for JVC 9 pin serial to 45 pin parallel editor interface, \$600.00, **Digital Creations Super Gen 2000s**, Y-C video slot board genlock for the Amiga, \$600.00, for further information contact, Terry Grant, Grant Booker Video, (612) 870-0028.(MN)

Sony DXC 3000, Brand New, with Fujinon 10-120mm 12x zoom, carrying case and DXF 3000 1-5 High Resolution viewfinder. All for only \$3,500.00 (OBO) contact Terry at Global Vision daytime (301)833-9320, evening (301)356-6715 (MD)

JVC KM-1600 Y/C Special Effects Generator, Features:4- Y/C Inputs, Chroma Keying, DSK (Downstream Keyer) function, Auto Transition Function, Color Matte & Color Bars Generator, Flip-Flop Bus, Built in Data Memory, Black Burst, GPI Function. Used in MII A/B Roll Editing System. Price \$4,000.00 Contact Biff VanCleve, Legal Media Center (713) 963-0397.(TX)

Wanted, One or two, Panasonic AU-IA30 serial to parallel converters originally manufactured for use with Panasonic MI AU-300. Please call Gary Lord (310) 825-0448.(CA)

Do you have used MII videotape that you don't know what to do with? *Carpel Video buys used MII videotape*, contact them at (800) 238-4300, fax (301) 694-9510.

New MII Tape-Now Magnetech is offering MII Videotape for sale, all lengths, in stock, for further information contact Michael Pardo at MagneTech (305) 791-6711. (FL)

If you have equipment you would like included in the next Trading Post, please contact us in writing, either by fax or mail at MII Users Association of America, c/o GMG International Inc., 8580 Cinderbed Rd. Suite 1000, Newington, VA 22122, Attn: Debbie. Fax (703) 339-0764.

Please contact us when the equipment is sold.

MII Users Association of America Membership Listing

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AUVID Productions Int'l
Inc.
Paul D. Kennamer, Sr.
PO Box 1933
Huntsville, AL 35807
(205) 534-4666

AUVID Productions Int'l
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Nancy Kabajain
PO Box 1933
Huntsville, AL 35807
(205) 534-4666

DCH Regional Medical
Center
Larry Parker
809 University Blvd E.
Tuscaloosa, AL 35401
(205) 759-7332

Industrial Communications
Inc.
Mike Cornelius
PO Box 190201
Birmingham, AL 35219

Watermark Inc
Amy Gary
PO Box 1400
Columbiana, AL 35051

Arizona

Del Sol Productions
Ruben Ruiz
19 W. Ventura
Tucson, AZ 85705
(602) 622-1515

KVOA-TV
Randall Meston
209 W. Elm St.
Tucson, AZ 85705
(602) 792-2270

Arkansas

5 Star Video
Randy McFarland
1112 Garrison Ave
Ft Smith, AR 72901
(501) 783-7751

Arkansas Farm Bureau
Keith Garrison
PO Box 31
Little Rock, AR 72203-31
(501) 228-1488

KHOG
Marvin Macedo
PO Box 1029
Fayetteville, AR 72701
(501) 521-1010

KTHV
Chuck Weaver
720 Izard St
Little Rock, AR 72209

Sigma Broadcasting
Don Vest
PO Box 4150
Ft Smith, AR 72914
(501) 783-4040

Video Pro Productions
T Hall
PO Box 1694
Pine Bluff, AR 71613

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ADV Tech
Thomas Huckie
8057 Crossbridge Rd
Dublin, CA 94568
(415) 833-6031

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1133 N. Hollywood Way
Burbank, CA 91505
(818) 841-7440

AME Inc.
Joe Fleishman
5510 Cleon Ave.
N.Hollywood, CA 91601
(800) 336-3827

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Chip Viering
5510 Cleon Ave.
N.Hollywood, CA 91601
(800) 336-3827

Audio Lab Electronics
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Bldg C
Sacramento, CA 95841

Bay Cable Advertising
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Hayward, CA 94545

BCS
Wendy Sahyoun
4525 Valerio St.
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(818) 845-7000

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9773 Beachwood Dr.
Orangevale, CA 95662

Don Brown Productions
Don Brown
867 N. Main St
Orange, CA 92668
(714) 771-9711

DSO Productions
Robert Orban
2413 Lincoln Ave
Belmont, CA 94002

EIG Video
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PO Box 960
Lucerne Valley, CA 92356

First Light Video Publishing
Andy Romanoff
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Los Angeles, CA 90034

Gold Label Video
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Roseville, CA 95661
(800) 745-6601

Grass Valley Group
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Mail Stop N3-2H
Grass Valley, CA 95945
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6242 Pearl Lake Ave
San Diego, CA 92119
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Maynard Dennis Grimm
34476 Colville Pl
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(510) 794-8365

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Pasadena, CA 91109
(818) 354-6170

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Entertainment
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Sylmar, CA 91342
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500 Media Pl.
Sacramento, CA 95815
(916) 929-0300

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4575 View Ridge Ave
San Diego, CA 92123
(619) 571-5151

Lee Audio Video Services
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1561 Madrid Dr
Vista, CA 92083

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4009 Union Ave
Bakersfield, CA 93305

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Burbank, CA 91523
(818) 840-4281

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Burbank, CA 91523

NBC
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Burbank, CA 91523

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10355 E. Rush St
El Monte, CA 91733

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2752 Walnut Ave
Tustin, CA 92680
(714) 669-8322

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Sunnyvale, CA 94089

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El Dorado Hills, CA 95630
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The Video Production Co.
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Tarzana, CA 91356
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UC B/HIS Broadcasting
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Winters, CA 95694

UCLA-Behavioral Sciences
Media Lab NPI
Gary Lord
760 Westwood Plaza
Los Angeles, CA 90024
(213) 825-0448

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4771 E. Hunter
Anaheim, CA 92807

Wilderness Production
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PO Box 10260
S. Lake Tahoe, CA 96158

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Advanced Audio Video
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7700 E. Illiff,
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Denver, CO 80231
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American Magnetic Media
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5580 Havana Unit 6A
Denver, CO 80239
(800) USA-TAPE

Davis Audio-Visual, Inc.
Howard Goldbaum
2100 Clay St.
Denver, CO 80211

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9952 Eastman Park Dr.
Windsor, CO 80551
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1044 Lincoln St
Denver, CO 80203
(303) 830-6426

KCNC-TV
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1044 Lincoln St
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1020 15th St. #20E
Denver, CO 80202
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Fort Collins, CO 80522
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Windstar Studios
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525 Communications Cir.
Colorado Springs, CO
80905
(719) 635-0422

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Norwalk, CT 06850
(203) 853-1115

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West Mystic, CT 06388
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Hollywood, FL 33020

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St Petersburg, FL 33703
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St. Petersburg, FL 33707
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Multi Image Group
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(407) 299-5000 x2415

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Videotaping Services Inc
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Orlando, FL 32805

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Hollywood, FL 33020
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Tampa, FL 33605
(813) 623-2828

WFTS
Jean Varn
4501 E Columbus Dr
Tampa, FL 33605
(813) 623-2828

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Edward J. Roos
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Palm Beach, FL 33480
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Georgia

Atlanta Video Production Center
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1570 Northside Dr. NW 240
Atlanta, GA 30318
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Marietta, GA 30067
(404) 835-3492

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Marietta, GA 30067

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Video Communications
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Atlanta, GA 30331
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Savannah College of Art & Design
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Savannah, GA 31402
(912) 238-2407

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(404) 988-0803

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Valdosta, GA 31602
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Kapan, HI 96746

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Kihei, Maui, HI 96753
(808) 879-1329

Video Concepts
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Kihei, Maui, HI 96753
(808) 879-1329

Idaho

KTRV
Brian Royster
679 6th St
Nampa, ID 83651
(208) 466-1200

Illinois

3M Tape Sales
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Hinsdale, IL 60521
(800) 942-3961

Bible Students Publications
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900 Brentwood
Bensenville, IL 60106
(708) 595-0984

Bloomquist & Associates, Inc
Dick Bloomquist
828 N. Addison Ave
Elmhurst, IL 60126
(708) 530-4077

Business TV Associates
Mark Hewitson
RR 1, Box 71
McLean, IL 61754
(309) 874-2908

Center Video
Rex Balz
5615 W. Howard Street
Niles, IL 60648
(800) 621-4354

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Larry Stengren
711 E. Fairfield Ave.
Villa Park, IL 60181
(708) 279-1276

Ed Janik Productions
Ed Janik
RR 2, Box 94C
Pleasant Plains, IL 62677
(217) 626-1976

Illinois Central College
Tom Boyer
1 College Drive
East Peoria, IL 61635

JRC Productions
Rob Aiello
528 Northlake St
Aurora, IL 60506
(708) 896-4250

Kemper National Insurance
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Kemper TV Studios
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Rt. 22 & Kemper Dr.
Long Grove, IL 60049
(708) 540-4449

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(708) 244-9666

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(708) 381-3271

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Desplaines, IL 60016
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Southern Illinois University
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(618) 692-2230

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Wheeling, IL 60090

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Sho-n-Tell
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Majec Video Productions
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Beaumont, TX 77726

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Mandonsiri Kattija Ari
7306 Logging Tr
Humble, TX 77346

Stillpoint Productions
Robert Castaldo
706 W. Main St
Arlington, TX 76013

The University of Texas
Health Science Center
Sam Dement
Television Production
Services
7703 Floyd Cuol Dr
San Antonio, TX 78284
(512) 567-2220

West Net Video
Bob Abrahamson
20023 Legend Oak Dr.
Humble, TX 77346
(713) 852-7883

Utah

Bosworth Graves
Norm Bosworth
1055 S. 700 W
Salt Lake City, UT 84104
(801) 972-6128

CXT Corp
Jack Johnson
666 N. Main St
Logan, UT 84321

International Media
Robert Hatch
Boston Building,
Suite 220
Salt Lake City, UT 84111
(801) 532-7770

Scott Nelson Productions
Scott Nelson
5006 S. Fairbrook
Holladay, UT 84117
(801) 272-5428

The Studio
Russ Relyea
342 W. 200 S.
Salt Lake City, UT 84101
(801) 595-8800

Video Lines
Dennis Lisonbee
267 S. Mountainland
Orem, UT 84058
(801) 225-0344

Video Reflections
David Andrews
6086 Fontainbleu
Salt Lake City, UT 84121
(801) 272-3031

Word Perfect Corp.
Steve McCurdy
1555 N. Technology Way
Orem, UT 84057
(801) 225-5000

Vermont

Iris Multimedia
Robert Logsdan
PO Box 726
Burlington, VT 05402
(802) 865-9560

Virginia

2PM Multimedia
Jim Wine
P.O. Box 2
Linden, VA 22642
(703) 636-4142

AMPROD Inc.
Ken Santucci
4531 Stone Pine Court
Chantilly, VA 22021
(703) 818-1353

Walter Arandia
4311 S. 9th St
Arlington, VA 22204
(703) 521-9475

AVEC Electronics Corp.
John Heinke
711 Granby St
Norfolk, VA 23510
(804) 627-3502

AVS
Jeff Kreger
75C Coolspring Rd.
Fredericksburg, VA 22401
(703) 371-8324

Henry Boisvert
4225 N. Henderson Rd
Arlington, VA 22203

Zack Burkett Productions
Zack Burkett
14162 Marquis Rd
Unionville, VA 22567
(703) 854-6502

Corporate Communications
Inc.
Harold Wiggins
1630 W. Main St.
Richmond, VA 23220
(804) 359-9423

Empire Video
Robert Rositzke
3412 Ramsgate Ter.
Alexandria, VA 22309
(703) 360-6623

The Family Channel
Russ Murphy
1000 Centerville Turnpike
Virginia Beach, VA 23463
(804) 523-7874

Carces Communications
Rolado Garces
PO Box 3262
Reston, VA 22090

Gardy-McGrath (Intl) Inc.
Dave Gardy
8580 Cinderbed Rd.,
Suite 1000
Newington, VA 22122
(703) 339-8500

George Mason University
Susan Kehoe
Univ. Drive TV Studio
Fairfax, VA 22030
(703) 323-3586

C. Mark Guenther
7529 McWhorter Pl. #303
Annandale, VA 22003
(703) 941-6943

Norfolk Naval Shipyard
A/V Department
Bill Whitford
Bldg 33 Code 120
Portsmouth, VA 23709

Philip Morris USA
Carmen Inge
P.O. Box 26603
Richmond, VA 23261
(804) 274-3721

Philip Morris USA
Paul Ver Wey
P.O. Box 26603
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Public Broadcasting Service
Mark Richer
1320 Braddock Place
Alexandria, VA 22314
(703) 739-5471

Public Broadcasting Service
Keith Ellsworth
1320 Braddock Place
Alexandria, VA 22314
(703) 739-5302

Reed Film & Video
Lloyd Reed
4501 Sonata Court
Fairfax, VA 22031
(703) 978-5988

Russell & Associates
Sam Russell
P.O. Box 877
Marion, VA 24354
(703) 783-2251

Sallie Mae
Charlie Hite
200 Fairbrook Dr
Herndon, VA 22070
(703) 834-5737

Signet Bank
Mike Blacker
Video Department
11013 W. Broad St. Rd.
Glen Allen, VA 23060
(804) 0747-2064

Systems Research Service
TM Atkins
8664 Martin Creek Rd
Roanoke, VA 24018

Thomas Communications
William Aylward
2550 Huntington Ave
Suite 205
Alexandria, VA

Video Services, Inc.
Jim Howell
9305 Broad Meadows Rd
Glen Allen, VA 23060
(804) 346-0835

Virginia Baptist Board
Glenn Starling
P.O. Box 8568
Richmond, VA 23226
(804) 672-2100

Vision Enterprises
Michael Sustar
P.O. Box 2698
Christiansburg, VA 24068
(703) 382-0451

WRLH-TV
Eldon Brown
1925 Westmoreland St
Richmond, VA 23230

Zion Systems
Richard Hiatt
326 7th St
Harrisonburg, VA 22801
(703) 433-7700

Washington

KHQ
Don Carmicheal
P.O. Box 8088
Spokane, WA 99203
(509) 448-4655

KHQ
Jeff Hite
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Spokane, WA 99203
(509) 448-4655

Kramer Video
Tom Kramer
PO Box 22446
Seattle, WA 98122
(206) 322-6555

Mountain View TV
Anthony Evans
1500 SE Blairmont Dr
Vancouver, WA 98684
(206) 253-2588

National Videotape Co.
Mari Scimeca
63 Clay
Seattle, WA 98121
(206) 441-1182

Professional Services Media
PO Box 4005
Tumwater, WA 98501

**Puget Sound Power & Light
Company**
Charles Nishida
PO Box 97034
OBC-09W
Bellevue, WA 98009-9734
(206) 454-6363 x3231

Videoland Productions
Mitch McGearry
805-C College St. SE
Lacey, WA 98503
(206) 491-1332

Washington Natural Gas
John Cox
815 Mercer Street
Seattle, WA 98111
(206) 622-6767

West Virginia

**Consolidated Media
Systems**
Larry Cox
PO Box 649
Scott Depot, WV 25560
(304) 755-8795

E.I. Dupont
Jack Green
901 W. Dupont Ave.
Belle, WV 25015
(304) 357-1835

**Seneca Communications
Inc.**
Chuck Sizemore
1321 Dunbar Ave
Dunbar, WV 25064
(304) 766-8740

WVAH-TV
Raymond Beckner
11 Broadcast Plaza
Hurricane, WV 25526
(304) 757-0011

WYVN
Bill McDonnell
1 Discovery Pl
Martinsburg, WV 25401
(304) 267-6060

WYVN
Dan Taylor
1 Discovery Pl
Martinsburg, WV 25401
(304) 267-6180

Wisconsin

Avonix
Ken Muehlbauer
P.O. Box 505
3495 N. 124th St
Brookfield, WI 53008-0506
(414) 783-6050

Avonix
Bob Buss
P.O. Box 505
3495 N. 124th St
Brookfield, WI 53008-0506
(414) 783-6050

Centercom
Bob Harmon
5737 W. Hemlock Street
Milwaukee, WI 53223
(414) 353-2001

David Larson Productions
David Larson
5910 N. Lilly Road
Menomonee Falls, WI 53051
(414) 252-4122

Eaton Corporation
Jerry Martin
4201 N. 27th St
Milwaukee, WI 53216
(414) 449-6216

Firststar Corporation
Frank Datzer
777 East Wisconsin Ave.
Milwaukee, WI 53202
(414) 765-6228

Fraser Orton Productions
Dennis Fraser
2150 Memorial Dr.,
Suite 212
Green Bay, WI 54303
(414) 494-6150

**Moraine Park Technical
College**
Bob Haase
P.O. Box 1940
Fond Du Lac, WI 54936-
1940
(414) 929-2112

Optics & Images
David Anderson
1805 E. Allouez Ave
Suite 1
Greenbay, WI 54311
(414) 465-9040

Universal Production Int'l
Bob Kames, Jr.
4415 W. Forrest Home Ave
Milwaukee, WI 53219
(414) 321-0874

University of Wisconsin
Bager Football
1440 Monroe St.
Madison, WI 53711

VIDTEK
James Lillis
9235 W. Capital Dr
Milwaukee, WI 53222
(414) 466-7488

Canada

Ontario

Soft Science Associates Ltd.
RR #1
Gore's Landing, Ontario
Canada K0K2E0
(416) 342-2140

**Asian Television Network,
Inc**
130 Pony Dr.
Newmarket, Ontario
Canada, L3Y7B6

If you are not currently a member of the MII Users Association of America
and would like to join, please contact us by phone, fax or mail at:

MIU Users Association of America
c/o GMG International, Inc.
8580 Cinderbed Road, Suite 1000
Newington, VA 22122
Attn: Debbie
(800) 966-1030, (703) 339-8500
fax (703) 339-0764

Monthly Survey Responses - Panasonic's Marketing Effort

1. How would you rate Panasonic's recent "MII Me, Too" Marketing effort?

Excellent 37.5% Very Good 25% Good 12.5% Fair 12.5% Poor 0 No Opinion 12.5%

Comments:

"There is some element of "sour grapes" in the program, but it is clever- and true!"
"I'm glad that this campaign came out. People need to know that the world does not revolve around Sony Products. There is a frustrating prejudice by all photogs against MII."
"Very hard hitting!"
"Literature is too small; too much. The photo of the two machines facing off is interesting, but which one is MII?"
"It's about time."
"Love the "MII vs. ME, TOO"
"Good to see head-to-head competition, the consumer will benefit."

2. Have you noticed increased interest in MII in the past few months during Panasonic's recent enhanced marketing program?

Yes 50% No 43.75% N/A 6.25%

3. Do you feel that Panasonic should spend more, less, the same on marketing efforts to benefit MII?

More 93.75% Less 0 The Same 6.25%

Comments:

"The more popular MII is, the better we look."
"More users means more product, means more compatibility, means lower prices, means that we will be the standard, not Beta."
"But also they need to address quality, maintenance, and price issues (i.e. industrial Betacam)."
"Come up with a better advertising gimmick."
"Advertise how much money NBC has saved since going to MII as compared to 1".
"Perhaps a different approach would be more effective."

4. Do you feel that Panasonic's marketing effort can benefit your organization in its use of MII? (ie. increased sales, more machine availability, etc.)

Yes 87.5% No 6.25% N/A 6.25%

Comments:

"The more the demand for the machines, the greater the access to new technology and even "deals" on used equipment as other stations upgrade."
"People do not take Panasonic MII seriously in the LA area."
"By making more people aware of MII, Panasonic helps my marketing efforts."
"More Machines built/sold means lower prices and a larger variety of equipment."
"Of course! More demand means more business."
"I would like to see the XL 245 min. tape cassette for D-3 used in the MII format, much more play/record time is needed in the Studio Editor!"
"Get Dubber to use MII Masters."

Monthly Survey Questions

Please respond!

Each month the users association will poll users on specific MII issues and publish the results in the next newsletter. In this issue we are asking questions regarding the efforts of the MII Users Association of America and association presence at NAB. In order to do a fair and accurate survey, we need your help. Many of our activities for the coming year will be based on the responses we received from this survey! Please send in your survey responses as soon as possible. Thank you.

1. How would you rate the job the Association is doing?

Excellent ☐ Very Good ☐ Good ☐ Fair ☐ Poor ☐ No Opinion ☐

Comments: _____

2. Are there any specific areas that you would like to see changed or addressed to better serve our members?

Yes ☐ No ☐

Please comment: _____

3. Do you plan to attend NAB this April in Las Vegas ?

Yes ☐ No ☐

Comments: _____

4. If you plan to attend NAB, would you be interested in attending a MII Users Association meeting while at NAB?

Yes ☐ No ☐ Not Attending ☐

Comments: _____

5. Will you have the time and be willing to assist with MII Users Association activities (at NAB)?

Yes ☐ No ☐

Comments: _____

6. Are there any specific issues/subjects you'd like to see covered at an Association meeting?

Yes ☐ No ☐

Comments: _____

It is most important for the membership that you respond to these questions, either by mail, phone or fax as soon as possible. Thank you for your input. 24 hour fax line (703) 339-0764 Phone (800) 966-1030 or (703) 339-8500
or Mail to:

MII Users Association of America
c/o GMG International, Inc.
8580 Cinderbed Rd., Suite 1000
Newington, VA 22122
ATTN: Debbie

Optional:

Name _____

Company _____

Phone _____

MII Users Award Corrections

We are running the list of winners again, as the previous listing was incorrect. If you are a winner and there is any incorrect information listed below, you must contact the association (so that the awards are correct).

Award winners will receive gold, silver and bronze awards in addition to special awards of merit certificates for each category. Formal notification to winners has gone out. We are finalizing the information on these awards and certificates (it may take a little time to get these out). Any questions regarding the contest can be forwarded to Debbie Stafford at Association Headquarters. (800) 966-1030.

Category 1 - Television Commercial Spots

Gold-S & W Productions "Buick"
Silver-KXXV Waco, TX "Cruising for a Babe"
Bronze-2pm Multimedia "Only Two Reasons"

Special Award of Merit (not listed in any particular order)

-Infovideo "Geico Safety",
-KTRV "Pro Printing Opera Copies"
-S & W Productions "Kent Lake" & "T. Ferrer Photography"
-Garden State Cable "Barry Decorating", "Voyager Swimming-Wave of the Future" & "PATCO"
-Vidox "Tony Chachere's Crab Boil"

Category 2 - TV (Self) Promotion

Gold-WFTS "1989/90 New Shows #1"
Silver-Garden State Cable "All the Best Movies (#14 on reel)"
Bronze-WFTS "Fall Preview 89 Hot, Hot, Hot"

Special Award of Merit (not listed in any particular order)

-Garden State Cable "High-school Football(#15) & "Tri-County Swim Meet" (#4),
-WFTS "Cosby/Simpsons Promo (#11), "1990 On Air Look Package", "Powers on-Power Sisters".

Category 3 - TV News or Documentary

Gold-Kelly News & Entertainment "The West" & "In America" (All segments were placed together for contest purposes)
Silver-Veterans Administration "10th Annual Wheelchair Games"
Bronze-WFXI "Crisis Pregnancy Center"

Special Award of Merit (not listed in any particular order)

-Kramer Video/Grand Slam Productions "Eighty Years of Celebration-Old Comiskey Park"
-Fine Line Productions "Yidishe Gauchos"

Category 4 - TV Other

Gold-S & W "Assignment Jamaica"
Silver-Video Management Services "1990 Train Young People-job Skills"
Bronze-S & W "Operation Bass"

Special Award of Merit (not listed in any particular order)

-Video Management "Spazz Ball"
-WFTS "World Cup 89 Winner Recap Watching You" & "Lionel Program Open", -CNBC Maria Houde "McLaughlin in La"(show open)
-CNBC Kevin Kudatzky "The Dick Cavett Show" (show open), "Business View" (show open) & "London Economic Summit(segment open)

Category 5 - Training/Industrial

Gold-Don Brown Productions "IL Fornaio Safety Orientation"
Silver-Virginia Baptist Board "Many Parts One Body"
Bronze-Universal Productions "Generac"

Category 6 - Corporate Promotional/Sales/Communication

Gold-Washington Natural Gas "Unisyn"
Silver-Firststar "Firststar Files vol. 5"
Bronze-JDK Communications "Texas Instruments"

Special Award of Merit (not listed in any particular order)

-University of TX Health Sciences Center "The Vision"
-2pm Multimedia "Image isn't Everything"
-S & W "Fulton/South Fulton (BFTV)" & "Paducah Tourism"
-JDK Communications "Quality Life Care Close to Home"

Category 7 - Non Broadcast Other

Gold-Ball State University "Physics at the Indy 500"(all segments placed together for contest purposes)
Silver-Firststar "1-900-Get-Cash"
Bronze-Good Counsel High School "Fly With the Falcons"
Special Award of Merit (not listed in any particular order)

-DSO Productions "Night Song"
-Video Management "1991 Self Promotion"

Category 8 - Best Low Tech

Gold-Infovideo "GSB"
Silver-WFXI "Spot Business"
Bronze-AMPROD "Smokeless 2000"

Category 9 - Best Medium Tech

Gold-Air Time Design "Demo Reel"
Silver-Vidox "3-D Anim Demo"
Bronze-2 pm Multimedia "New Message"

Special Award of Merit (not listed in any particular order)

-2pm Multimedia "Earth Blues"
-S & W "Anim Demo" & "Telethon of Stars"

Category 10 - Best High Tech

Gold-WFTS "1990 on Air look Package"
Silver-WFTS "Fox Kid's Club Segment Opens"
Bronze-Garden State Cable "Fun Video" (Pillars)

Special Award of Merit

-University of TX Health Center "The Vision"

Category 11 - Bloopers

Gold-KTRV "Big Bike Crash"
Silver-Infovideo "Welcome to the world of ..."
Bronze-AMPROD "blooper"

Special International Category

Gold-Zack Burkett Productions "Today's South Africa"
Silver-AMPROD "Intrada Trionfalidi Amprodia" International